



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

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MAIN EXAMINATION

JANUARY – APRIL 2019 TRIMESTER

FACULTY OF COMMERCE

MBA REGULAR / EVENING PROGRAMME

CMM 521: BUSINESS RESEARCH METHODS

Date: APRIL 2019

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other TWO Questions

REBECCA SENSE OF JUSTICE

Rebecca is the only daughter of Peter and Jane. She has always been a good student, but never a swot, at least in her own perception. At school, she loved maths and numbers; she also learned to play the violin and she even won an essay competition in a local newspaper. Before she enrolled at university, she went to Israel for six months and worked in Kibbutz, an experience she found much more inspiring and valuable than her last years at school.

Once at the university Rebecca continued to get good marks in her courses, even in those considered hard by fellow students. And she liked to go to classes, to read the recommended books, articles and beyond. In short, she loved to be a student. There was only one thing she got angry about and that was free-riding cheating. Just three months ago she saw it with her own eyes. During her exams on Business Research Methods, the student in front of her opened his ballpoint pen and took a small piece of paper out of it. She did not want to tell on him, but she was angry, especially since she knew him well. In another course, she was in the same group as that same student and they had to write a paper as a group assignment. In the end, she and another friend wrote the paper as he never kept his promises.

Maybe Rebecca had this sense of justice because her father Peter, was a lawyer, but she was really angry about all that cheating and she wanted to find out more about it in her final research project. Who was more likely to cheat? Did it depend more on opportunity or did it depend on the individual's personality/How would others react; did they have better strategies to deal with free-riders in a group? Later on, she discussed a research plan with her friend

Sr. Patricia. She reckoned that the main reason for cheating was the laissez-faire attitude of lecturers. They simply did not care. If they enforced harder sanctions, nobody would cheat or free-ride. She suggested expelling students for one year at the first attempt, and permanently if it happened again. But Rebecca was rather unsure whether harder sanctions would really help.

The more Rebecca thought about her subject, the more facets of the problem arose. It seemed that so many intertwined factors had to be considered and that it would take years to investigate all these different factors. When she later met with her project supervisor, Dr. Monica, she was told to focus on just a small set of questions. For example, she could have a look at how students react to other students' unethical conduct by comparing different universities or she could have a look at how student react to other student's free-riding behavior, but she could not investigate both or even think about a third alternative.

Dr. Monica told her that it was up to her to find the right question. What was most important was that she was really interested in the question and topic. Writing a research project is a process with ups and downs. At the beginning most students are enthusiastic, but there is always a point where the process gets stuck and you get disappointed. In such moments, you should at least like the topic otherwise it can get very difficult.

- Q1. a) What type of study is Rebecca thinking about right now? **(4marks)**
- b) Looking at the case study, try to relate the arguments and considerations made in the case study to different research philosophies. Does Rebecca thought sound more positivistic or more constructivistic? Explain **(6marks)**
- c) Identify and discuss the concepts Rebecca will address in her research process. **(6marks)**
- d) Is it already possible to distinguish between the dependent and independent variables in Rebecca's research plans? **(4marks)**
- Q2. a) What characterises good research **(4marks)**
- b) Distinguish among the following sets of items, and suggest the significance of each in a research context.
- a)concept and construct **(3marks)**
- b)deduction and induction **(3marks)**
- c)operational definition and dictionary definition **(3marks)**
- d) theory and model **(3marks)**
- Q3. a) Describe the basic steps to be followed when doing a literature review **(5marks)**

- b) Why is it important to do a literature review before embarking on the main study? **(5marks)**
 - c) What dangers will a study likely face if an effective literature review is not done? **(5marks)**
 - d) Describe the three main sources of literature review, and explain the order in which they should be used in research. **(5marks)**
- Q4.
- a) Discuss the main cause of variance in research. Discuss four basic techniques of controlling variance in research **(10marks)**
 - b) Discuss, with examples the differences between; a variable and a variance; an extraneous variable and independent variable; Continuous and discrete variable. **(10marks)**

END